



Uniform Code for Marketing Practices

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The Department of Pharmaceuticals notified the Uniform Code for Pharmaceutical Marketing Practices (UCPMP), 2024 on 12.03.2024, replacing the earlier UCPMP, 2015. The Code was subsequently amended in September, 2025. A copy of the Code is available on the website of the Department of Pharmaceuticals as per the following link - <https://pharma-dept.gov.in/policy/uniform-code-pharmaceutical-marketing-practices-ucpmp-2024-reg>.

The UCPMP, 2024 supersedes the earlier version of the Code and incorporates revised provisions to strengthen the framework governing ethical marketing practices by pharmaceutical companies. These include, inter alia, the constitution of Ethics Committees for Pharmaceutical Marketing Practices (ECPMPs), appointment of Ethics Officers by pharmaceutical companies, a structured complaint redressal and appellate mechanism, submission of self-declarations regarding compliance and disclosure of prescribed marketing expenditure.

The Code also contains enhanced provisions governing interactions between pharmaceutical companies and healthcare professionals/healthcare organizations with respect to promotional activities. The amendments notified in 2025 further streamlined the implementation and disclosure requirements by requiring companies to submit annual statements with respect to marketing expenditure incurred by them on the relevant platform.

This information was given by Minister of State for Chemicals and Fertilizers Smt. Anupriya Patel in a written reply in the Lok Sabha today.

PC/PM

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